

Contacts



1936

THE T. EATON CO. LIMITED
WINNIPEG CANADA

PROTECTION

*For Your Family
Is One Form of*

"Peace of Mind"
That Money Can Buy!



The T. Eaton Life Assurance Company

CONTACTS

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Editor: W. E. C. HURLBURT

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No. 6

Too Old to Learn?

DISASTROUS as it was, the recent depression was an ill wind that proved beneficial in the development of Adult Education. Adults are learning new trades to replace older ones now in disuse—new ways of living are being imparted and readily grasped. Thousands of illiterates late in life have learned to read and write, and new hopes—new pleasures have been brought to minds long sunk in darkness and despair.

Moreover, psychologists are now declaring that you can teach men of mature years equally as well or, in some cases, better than youth!

In fact it has been shown that the learning power reaches its height between eighteen and twenty-eight, and that it fades but slightly between twenty-eight and forty-eight. All of which is quite the opposite to our former belief that we learned more quickly in youth and little after we had reached the adult stage. It is said that much of the knowledge forced upon us in early youth is soon forgotten—and could have been better acquired in later life when the learning power is greater and the desire to learn is a keen incentive to the acquisition of knowledge.

Skilled crafts like mechanics, dressmaking, carpentry, bricklaying, and the like, when learned in youth are retained throughout one's lifetime. Should they be abandoned they can be revived with little practise.

And so, since the gathering of much of our knowledge can well be deferred until later in life, when the need is more keenly felt, the earlier years can be given over almost entirely to acquiring skill, shaping attitudes—to developing appreciation for the true, the beautiful and the good—to the development of character traits and such basic things as make for good citizenship.

Even at forty-eight the learning power is said to be still strong and to diminish but slightly until seventy is reached. There is no doubt that some men are old fogies clogging up the wheels at thirty. Yet some are young intellectually at eighty! At eighty-four Voltaire was the leading figure among French men of letters! At fifty-six Bismarck founded the German Empire, at the same age Washington began an eight-year term as president of the United States. Alexander Graham Bell, inventor of the telephones, learned to read Spanish when a very old man—when equally aged, Gladstone mastered a new subject every three months. Neither Darwin, Lincoln or Lee were known to the world till after their fiftieth birthdays.

So you see it isn't age that determines one's learning power. Rather it depends on the will-to-do—or just how badly do we want to learn!

Mr. R. S. McCordick is Honored by Business Associates

The Motor Country Club, Lower Fort Garry, was the scene of a memorable occasion on Tuesday evening, May 12th, when Mr. R. S. McCordick, General Manager of Winnipeg Store, was tendered a Complimentary Dinner by his business associates in honor of his recent appointment to the Board of Directors. The event was a particularly happy one, since Mr. McCordick is looked upon as a Winnipeg and Western product—and naturally we are all glad to see one of our number achieve such high office in the Company's service.

Previous to the dinner, an hour of novelty golf was enjoyed on the course adjacent to the Club. Perhaps the most notable and certainly the most baffling feature of this was the Driving Competition. Flags were placed at Mr. McCordick's "theoretical drive" (approximately 225 yards) and each player in turn had an opportunity to shoot at the mark and thus raise the flag.

Whether it was the elements, the contour of the land in the distance immediately in front of the flag, or just "bad golf"—we do not know. Anyway, none were able to reach the mark. Some, indeed, persisted with much patience and perspiration but only to meet with defeat!

Following this came a "Blind Putting Competition" in which each player was blindfolded. With his putter then placed against the ball by genial Joe Palmer, the rest was in the hands of fate. Honors for this feature were carried off by Bill Keeler, who scored a hole-in-one!

Driving across the river also proved an interesting but difficult event. It was accomplished with ease by Wilf. Charge, however, while Joe Palmer and several others got across with a narrow margin.

The entire party then adjourned to the clubhouse and dinner was served. As a tribute to the honored guest an Irish touch predominated at the tables



which were appropriately decorated with paddy green satin ribbons, while the waitresses were attired in charming Irish costumes.

The chairman was Mr. B. C. Scrivener and with him at the head table were the guest of honor, Mr. R. S. McCordick; Messrs. H. M. Tucker, S. Wilson, R. J. Fry, W. B. Pickard and T. French.

Toast to the guest of honor was proposed by Mr. Fry and sponsored by Mr. Tucker, with a few appropriate remarks, to which Mr. McCordick very ably responded.

A programme of musical selections arranged by Moray Sinclair then concluded an evening of enjoyment that will long be remembered by all present.

Recent Appointments...

April 27th—*Mr. G. J. A. Young*, Head of Department 176—Research Bureau, National Advertising, Branded Line Promotions.

May 11th—*Mr. Neil Bergstrom*, Head of Department 504, Jewelry and China, Calgary.

Mr. F. H. Palmer, Head of Department 507, Hosiery, Calgary.

May 16th—*Mr. J. Stronach*, Supervisor, Department 207-7, Glove and Hosiery, City and Mail Order. *Mr. W. Parker*, Head of Department 7, Mail Order Hosiery.

Mr. C. A. Campbell, Head of Department 207, Glove and Hosiery. *Mr. D. C. Walker*, Head of Department 14, Mail Order Men's Furnishings.

It Must Be the Mountain Air!

Deeply bronzed and looking fit as a fiddle, *Mr. J. F. Macbeth*, genial head of the General Office, Calgary Store, and formerly of the General Audit here, was a Winnipeg visitor during the latter part of May.

There's no doubt about it, the salubrious mountain air is a great tonic to those Calgarians. Lucky dogs!

Fred E. Pugh Retires from Active Service

*Former Research Bureau Head Was Nearly Four Decades
in the Company's Employ*

Starting with Eaton's away back on March 21st, 1898—Mr. Fred Pugh, whose retirement was announced late in April, thus completed over thirty-eight years of continuous service!

First commencing in the Women's Cloak Factory, he worked in various positions, rising up to the post of assistant superintendent of factories under Mr. W. George Dean.

When Winnipeg Store opened in 1905, Mr. Pugh came West as manager of Departments 16, 17, 18 and 19. He later started Department 40, and in 1918 organized the Research Bureau.

He took an active part in such store features as the first balspiel attraction, the Japanese gardens, the miniature models of farm suggesting greater diversified crops and the development of the western prairie farm, which model was sent to the Wembley Exhibition, England. Also the model of the E.P. or Prince of Wales' Ranch, also shown at Crystal Palace, London; the World's Grain Exhibition at Regina and Toronto Canadian National Exhibition.

Another outstanding piece of research work was done on Manitoba stone under Mr. Pugh's supervision, which resulted in the Eaton College Street Store using Manitoba stone instead of importing stone from across the border. This work brought out facts about the quality and the unlimited supply which were unknown prior to this time.

A man of broad interests, Mr. Pugh has always taken an especially keen interest in horticulture, and it was he who organized the first Eaton Garden Club and Show in 1918.

He is also a member of many organizations, including: The Rotary Club, The Board of Trade, The Royal Society of Art, The British Textile Institute, The American Association for the Advancement of Science, The Royal Astronomical Society, The Natural History Society, The Winnipeg Horticultural Society.

In 1929 he was honored by the Canadian Society of Technical Agriculturalists with an honorary life membership on account of contributions made to the betterment of agriculture, especially in horticulture and fruit growing for the prairies.

Mr. Pugh was born in Shropshire, England, and came to Canada in 1881. He has one son and one daughter. He now looks forward to spending much time among his beloved flowers on his Charleswood country place, one of the most beautiful in Manitoba.



Letters of Credit

What is More Satisfying Than to Gladden the Heart of a Child?

Day in and out, a constant stream of lost articles are returned to their owners by the Adjusting Bureau and Lost Articles Section, yet each case is treated with a sympathetic interest that is much appreciated in time of distress. The Bureau is always glad to be of service, especially glad in cases like this, where the return of her little purse meant so much to a child.

"Gladstone, Man.

"I wish to thank you for the prompt delivery of the purse I reported lost, Friday last. . . . While of small value commercially and containing no money to speak of, it meant a great deal to the child to have the same one that matched her outfit. And incidentally speaks well for the services rendered by the Company you represent."

A Bouquet for Driver Horsfall

"We would like to express our appreciation and sincere thanks for the kindnesses shown by your Eaton driver, Mr. C. Horsfall, delivering to 1103 Sherburn Street.

"During the severe weather this winter his courteous manner was daily appreciated by our elderly mother.

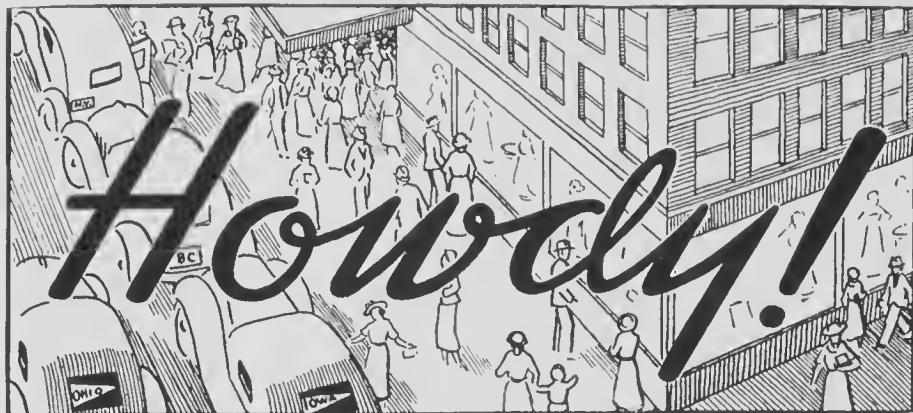
"Will you please convey our thanks to him."

* * *

And One for Mr. Hodgson of the Meats

The corresponding secretary of the Mothers' "Y" Club (Y.M.C.A.) writes in appreciation of the service given by Mr. Hodgson, Third Floor Meat Section, when supplying meats for the "Y" boys' suppers held twice weekly throughout the winter.

"Dear Mr. Hodgson: The Mothers' 'Y' Club wish to thank you for the excellent way in which you have attended to our requirements for the boys' suppers, in the way of meat and gravy during the past season. Everything in that line was most satisfactory and we very much appreciate service given so generously."



"Our feet rest on the fender of the American border, warm with a hundred years of friendship."—Stephen Leacock.

Again our neighbors from across the way are whizzing northward to Winnipeg to spend their annual holiday in our midst! Let us be ready to welcome them with the same neighborly, accommodating spirit that is so characteristic of themselves!

Let us endeavor to be helpful and to make their stay so pleasant in every way that they will voluntarily become good publicity agents for Winnipeg!

What DO Tourists Want To Know About Eaton's?

Usually the first to greet these guests of the Store are our floormen. Here, they tell us, are some of the questions most frequently asked:

"Where can we find those beautiful all-wool blankets (Trapper Point) we hear people talking about over on the other side?"

Where Is The—

Linen Shop? Tourist Bureau?
Post Office? Souvenir Counter?
Parking Ground? China Department?
How many employees have you?
What acreage does your Store cover?
How do we get to the roof?

And About Winnipeg

What is the population of your city?
What are your principal parks and places of interest?
Where are the Tourist Camp sites?
Where are taxi stands?
How much merchandise can we take back duty free?

Any of these questions you cannot answer can be readily answered for you by the Tourist Bureau, the Superintendent's Office, or your Department Head.

Speaking of Reciprocity!

It's going to be a great season for tourists—and it's just beginning! So let's get all primed ahead, ready to give our best to our neighbors from across the way—greeting them with a welcoming smile and the same friendly warmth that is extended to us when we go a-holidaying in the U.S.A.!

WELCOME TO WINNIPEG—AND EATON'S!

In addition to the thousands of tourists who will visit Winnipeg from American and Canadian points this summer, here are a few of the Conventions, Tours and Events already booked for Winnipeg during June, July and August. Many more are expected and these will be announced in next month's *Contacts*:

June 4-5—I.O.O.F., Grand Encampment of Manitoba.

June 3—Provincial Inter-Club Golf Championship.

June 5-6—Manitoba Provincial Drama Festival.

June 6—Olaf Locken Post of American Legion, Bronson, Minn.

Hibbing High School Band.

*A.F. and A.M., Grand Lodge of Manitoba.

*Manitoba Municipal Secretary - Treasurers' Association.

*Women's Institutes of Manitoba.

*Swedish Canadian League.

(Continued on Page Five)

Something New!

At Last—After 50 Years! Science Announces a New Streamlined

Electric Fan with Rubber Blades!

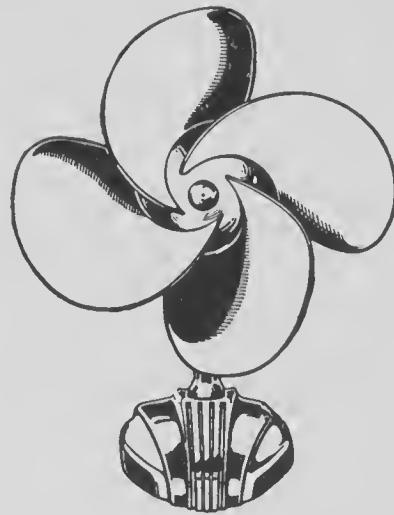
A Thing of Beauty and Practically Foolproof!

Fifty years ago the first electric fan was invented—a noisy, cumbersome thing with unsightly guards protecting its keen-edged metal blades. And though science has made strides in other ways since then, the electric fan has trailed along down the years without much improvement. Now, however, comes the new Samson "Safe-Flex" (trade name) fan which completely revolutionizes the electric fan as we know it.

The blades of this new fan are made of tough, moulded rubber which are said to furnish a greater air delivery than the conventional metal fans. *What is more important—they offer greater safety from injury!* To test this, at the suggestion of Mr. Adey, of the department, we gingerly poked our fingers among the blades as they whirred away at top speed! All that happened was a few gentle taps on the digits that didn't hurt a bit, but promptly stopped the fan!

Other features are the "Safe-Flex's" absolute noiselessness—its streamlined beauty—and gone are those unsightly wire guards! The new fan is also said to be cooler and to consume less current.

Drop around at the Seventh Floor Electrical Section and see this novel fan in operation!



THE TRIERS

I have a strong belief that I can take almost any young man and make him successful, if only he is a Trier.

What I tell a man to do is always hard. Of course it is. There is no such thing as easy climbing.

When I tell most men what to do, they at once think of obstacles and excuses. Or else they make a feeble try and fail.

They make a 30 per cent try, not a 100 per cent try. They do not go all out to win.

There is one young man who is a great joy to me. The thought of him suggested this article.

Every two years he comes to me, tells me what he has accomplished and asks—"What next?"

He delights in hard jobs. He now has a nice lot of capital and a number of shops. Eventually he will become one of the great merchants of England.

He is a Trier. He spends his time learning and acting. Any young man who will do that is sure to make a success of his life.—*Efficiency.*

Welcome to Winnipeg—and Eaton's

(Continued from Page Four)

*Association of Medical Officers in Canada.

*Bargain Fare Excursions into Winnipeg over C.P.R.

July 13—Manitoba Provincial Rifle Association, 60th Annual Prize Meet.

Canadian Weekly Newspapers' Association.

*Canadian Radio Corporation Annual Meeting, August 3-8—Winnipeg Industrial and Agricultural Exhibition.

August 4-8—North American Manx Association.

August 4—Canadian Amateur Golf Championship.

August 21—Manitoba Open Golf Championship.

August 29—Manitoba Junior Golf Championship.

*Western Canada Intercollegiate Track and Field Championship.

*—Some dates as yet undecided.

Do These Things Happen in Your Store?

Mr. J. R. Ozanne, president of the Chicago Merchandising Mart, recently made a shopping tour of local (Chicago) stores.

In one store he asked for socks and was insulted. The salesclerk said, "What size? . . . the only thing we have in what you want are three dollars a pair." This was discourteous in assuming that the customer did not have the purchase price. The second man approached was just the opposite. He made constructive suggestions and never said "Anything else, sir," the weakest thing any salesclerk could say. The good salesman suggests other merchandise. For example, when a man buys a shirt, a good salesman will always suggest ties.

Exactly! And Eaton Men's Wear salesmen recently demonstrated that they are "right out in front" when it comes to suggested sales. See last month's Contacts.—Ed.

In another store, three salesgirls stood talking together while customers waited at the counter to be served . . . but none of them took any notice of a mere customer.

A girl was asked where pencils could be bought and she pointed in another direction with her thumb in "hitch-hike" fashion. This kind of courtesy is sure to work against sales and the store.

Selling Up—?

Handkerchiefs were asked for in one store. No suggestion was made by the salesclerk as to range of qualities, patterns or price. Mr. Ozanne tested the clerk by asking for a better quality handkerchief and the clerk showed him another grade five cents higher in price while he could have raised the ante considerably higher and still made the sale. Don't be afraid to quote your price range—from highest to lowest.

It was found that in many instances store clerks had very little knowledge of merchandise they attempted to sell. Every product has an interesting story about it somewhere. . . dig it out and use it. Give your customer "newsy" facts about your product and you have his buying interest. Tell your prospects

what they want to know about your goods and tell them in language they can understand.

In one store visited, it was eight minutes before anyone said "Good morning." In another, six people said "Good morning" in as many minutes. Which store would you shop in? On this very point, Mr. Ozanne stated a survey made in a large store with 127 salespeople indicated that only twenty-two pairs greeted each other in the morning. . . let alone customers . . . until the "powers to be" taught them the habit.

Be human—be friendly—show your customer you are glad to see him and serve him—get out of the rut, and over and over again you'll find people eager and ready to pay a little more for the pleasure of doing business with you. One store sent out 1,100 cards with the copy, "We have missed you!" 605 cards were brought back! Sell second items more—study yourself, your store, your methods, your help and your customers more. It brings results.

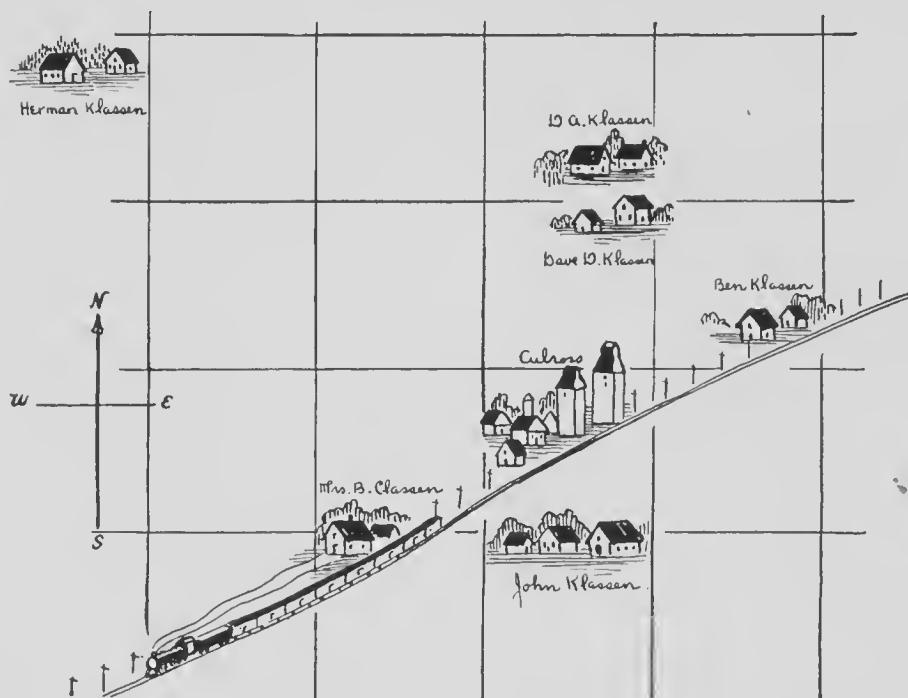
Out of a test of 500 telephone calls made to one store, 390 were answered badly and incorrectly. This means orders lost in the store.

While it's true that socks and handkerchiefs may not be your business, aren't some of the observations from this shopping tour startling? You may say, "Oh, well, the bad points unearthed just could not happen in my store. My salesmen are different." I hope they are . . . or if they're not different, take steps to make them so. Suggest to your sales organization that they follow these Ten Commandments of Selling:

- 1—Be agreeable.
- 2—Know the things you are selling and tell the customers in English.
- 3—Don't argue with customers.
- 4—Make it plain.
- 5—Tell the truth—it pays and sells.
- 6—Be dependable—keep promises.
- 7—Remember names and faces.
- 8—Think Success.
- 9—Beware of egotism.
- 10—BE HUMAN!

—From an article by Gordon C. Davidson, in G.E. "Selling Circle."

The Mailing List Gets An Artistic Answer



In order to determine how many people of the same surname (Klassen) were receiving mail at Culross, P.O., Manitoba, and if each was a separate household, our Mailing List Department wrote Mr. David Klassen at this point. The above topographical sketch was his reply. Each square in the sketch represents a section of land. Each of the Klassens are shown on their own property, which means that individual catalogues will be sent them.

The sketch illustrates the great care our Mailing List must exercise to keep its files clear of duplicates. It also shows the interest Eaton customers take in sending us an understandable answer to our questionnaires.

People Don't Want to Buy Goods, They Only Want to Satisfy Desires!

Selling the satisfying of human desires is just as simple as giving the crying baby its bottle of milk. There is nothing complicated, scientific or up-

stage about it! It is the first law of human nature.

The baby knows that there is a gnawing at its stomach. It doesn't know that it wants milk. It wants that gnawing stopped. So the mother satisfies its desire for food.

Why should any woman want a dress when she has a wardrobe full of dresses? Of course, she doesn't want a dress, but—

She has an eternal desire to be *fashionable*!

She has an eternal desire to *thrill* her friends—or A friend.

She does desire to look *different* every time she goes out.

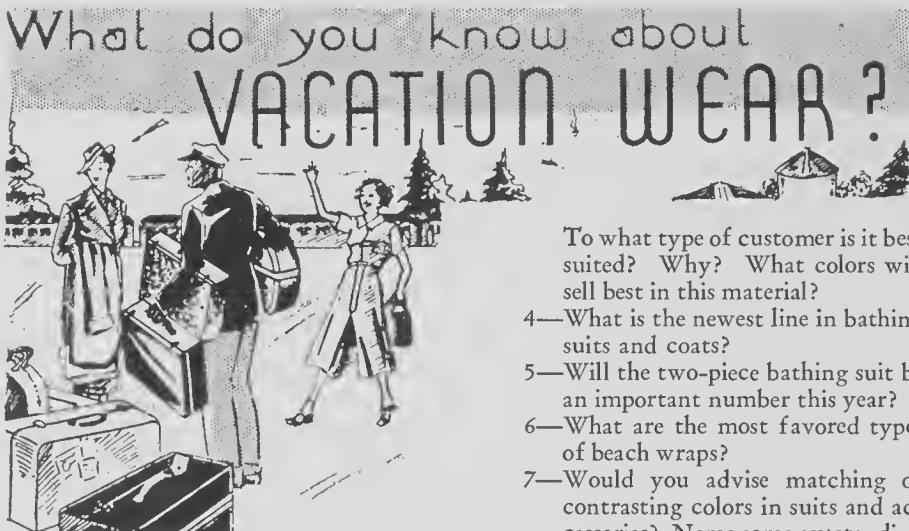
She *may* desire to be thought a splendid *dresser*.

She *always* has the desire to possess the *newest thing*.

She is *thrilled* with the idea of securing what is *becoming* to her.

If she is *stout*, she craves what will make her appear thin.

If she is *pallid*, she will be *eager* to secure what will give her *life and color*.



Vacationing apparel, says "*Retailing*," has been increasing in importance with the greater appreciation on the part of the public that these garments possess a distinctive style. Being supplied with cool garments isn't all; there are other features quite as important. The travel wardrobe is significant to the purchaser not merely as a combination of useful articles but as a number of related items with just the right color combinations, the right fabrics, the right styling. And in the selection of a proper wardrobe for vacationing, the bathing suit and all the appurtenances are given thought and consideration which were generally lacking not so many seasons ago.

Many will spend a profitable few minutes studying the following questionnaire. Jot down your reply to each question, then turn to the answers on Page Nineteen and see how many you guessed correctly. Allow yourself five points for each correct answer. 95-100 is considered excellent—85-100 good—65-85 fair. What? Below 65—well that shows you needed the test! And how!

- 1—What type of bathing suit would you recommend for women with heavy figures? Why?
- 2—What are the most important styles in knitted suits this season? What is an interesting variation of the skirted model?
- 3—How important is the satin Lastex suit on the beach fashion picture?

To what type of customer is it best suited? Why? What colors will sell best in this material?

- 4—What is the newest line in bathing suits and coats?
- 5—Will the two-piece bathing suit be an important number this year?
- 6—What are the most favored types of beach wraps?
- 7—Would you advise matching or contrasting colors in suits and accessories? Name some outstanding color combinations which you believe will be fashionable.
- 8—What is the fashion status of printed and embroidered bathing suits?
- 9—What is the difference between latex and ordinary rubber bathing suits?
- 10—Should customers be fitted with knitted suits in the same size as their dresses?
- 11—How would you advise a customer to care for a fine white knitted suit?
- 12—Describe the newest beach hat. Is this exclusively a beach fashion or will it be seen elsewhere?
- 13—Can you sell more than one bathing suit to a customer?
- 14—Rate in the order of their importance three leading types of play suits.
- 15—What types of bathing caps will be best sellers?
- 16—What types of bathing shoes will be best sellers?
- 17—What are the chief essentials of a vacation travel wardrobe?
- 18—How many coats should a young woman who is planning to spend two weeks at a resort hotel take with her?
- 19—What is the most appropriate and versatile active sports outfit for a vacationist to purchase? Why?
- 20—What are the essentials of a weekend visitor's wardrobe?

Answers will be found on Page Nineteen

Quarter-Century Honors

*Those Who Attained a Record of Twenty-five Years' Continuous Eaton Service in May
Were: George W. Ballingall, George S. McLaughlin, David S. Oliphant,
Frederick Darnell, William J. Boorman and Fred. A. Goultby*



George W. Ballingall. A Londoner by birth, when a small boy Mr. Ballingall came to Canada with his parents in April, 1911, entering the Company's service on May 2nd of the same year.

His first position was with the Box Factory and he was later a parcel boy in the Meats Section.

Enlisting for overseas with the 43rd Cameron Highlanders in July, 1915, he served his country with distinction—being awarded the Military Medal for bravery at Passchendale. He was three times wounded: at Regina Trench, Somme, in October, 1916; Passchendale, October, 1917, and again at Cambrai, September, 1918. On his return he joined the staff of Department 122 (Shipping), where he now is. Mr. Ballingall plans to take a long rest during his Quarter-Century holiday. His many friends in the Store and Mail Order extend congratulations and join in wishing George "many happy returns."

* * *



Mr. George S. McLaughlin, Department 107 (Transfer Office). Bushmill's County, Antrim, Ireland, was the birthplace of Mr. McLaughlin who came to Canada as a young lad in April, 1911, and a month later, on May 22nd, joined the Eaton service. His first

position was with Department 122 (the Mail Order Packing). Later joined the Basement Transfer staff and in 1923 took charge of Department 107 (the City Transfer Office). Careful, conscientious, Mr. McLaughlin has acquired a wide knowledge of shipping regulations over the years.

Married and has two boys, 17 and 21. An ardent fisherman, he is looking forward to spending his Quarter-Century holiday casting for the "big ones" at Lac du Bonnet. A host of friends throughout the system join in wishing "Geordie" a happy birthday!

* * *



Mr. David S. Oliphant, Department 228 (Furniture). Twenty-five years ago "Dave," as he is known to a host of friends throughout the Store—arrived from the land of the heather and haggis and started to work for Eaton's on May 23rd, 1911.

Born at Kirkcaldy, before coming to Canada he was with McNeil's Antique Shop, Edinburgh. With the exception of five years as Assistant in the Display Department, his entire service has been with the Furniture and Wallpaper and Paint Departments.

Married and has two sons and two daughters—one of the latter, Eleanor, is on the staff of 229 Office.

Mr. Oliphant, who is an ardent motorist, left by motor for New York on June 1st to spend his long vacation. He will also visit Boston, Miami, California and Vancouver, dropping off at Calgary and Regina to visit his sons on the way home.

* * *

Frederick Darnell, head of department, Basement Homefurnishings. During his earlier years Mr. Darnell sailed the seven seas with the Royal Navy, Royal Fleet Reserve and Mercantile Marine. Leaving the sea, he came to Canada and "signed up" for Eaton service at Winnipeg on May 26th, 1911.



His entire time with the Company has been spent in the Furniture and Homefurnishings Departments. In August, 1928, he was appointed head of the Basement Homefurnishings. Though he'd never tell it himself, Fred is a crack shot and was one of the most active members of the old Eaton Rifle Shooting Club along with John Dunlop, Jack Cheale, et al.

During his long holiday he will visit the Old Country accompanied by Mrs. Darnell and the family. There he will visit relatives and familiar scenes of his boyhood. Friends throughout Eaton's will wish Darnell & Company bon voyage and the best of luck!

* * *

William John Boorman, Assistant, Department 111 (Telephones). Railroading was Mr. Boorman's first love, and at a tender age he was the youngest locomotive fireman on the South-Eastern and Chatham Railways. Born at Maidstone, Kent, he left England for Canada in May, 1906, to engage in farming with his parents at Stonewall, Manitoba; but the lure of the railroad proved too strong and he joined up with the Canadian Northern shortly after. He forsook railroading and joined the Eaton service



(Continued on Page Seventeen)

Down the Stardust Trail!



Looks as though the little fellow with the bow and arrow has been making a big killing over the Store and Mail Order, because the 1936 crop of June brides promises to be one of the largest in years! You will note that no less than six of his shots found a mark over in Department 116. Perhaps it was the force of example, since that's the "Copying" Department, anyway.

And note, if you please, what propinquity does! Four inter-department romances, while 229 up and has one all to itself!

Dual Events in the Big Store!

- { Bernice Dawes—formerly of Draperies.
- { Walter Rawcliffe—Washing Machine Section.
- { Connie Smith—Department 229.
- { John Haak—Department 229.
- { Dorothy Jenner—Fruit Packing Section.
- { Bob Kernaghan—132 Receiving Room.

"Mail Order Romances" Are Just About As Contagious

- { Muriel Patterson—116, Copying.
- { Dave Thompson—11 and 2, Staples.
- { Kay Fairley—19, Whitewear.
- { Norman McDonald—14, Men's Furnishings.

Brides in Other Departments

- Grace Milne—Hosiery Department.
- Ruth Worley—Fancy Goods Department.
- Jeanette Percival—Fancy Goods Department.
- "Babs" Summers—Smallwares Section.
- Margaret Monteith—Juvenile Department.
- Pearl Jobannes—Fruit Section (Basement).
- Edith Neil—Grocereteria.
- Marie Daulby—Basement Store.
- Marian Lindsay—Basement Store.
- Bessie Tavener—Parcellers.
- Winnie Chambers—Contract Department.
- Irma Sturk—Wages Office.

Mail Order Brides

Department 116 (M.O. Copying) leads the parade with no less than six blushing brides-to-be! *Sybil Gilholme, Millicent Boorman, Muriel Patterson, Edith Kelly, Nettie McDonald and Eva Cameron.*

Department 118 (Complaints)—have a right to complain with only one! *Evelyn May Dickenson.*

Department 119 (Exchange), *Josephine Mollard* will exchange vows with some lucky chap—we didn't get the name.

Gladys Taylor—M.O. Hosiery.

Hilda Weinberg—M.O. Fancy Goods.

Marion Foster—M.O. Juvenile.

And no doubt there'll be more before *Contacts* is off the press. Anyway, let us join in wishing them all the happiness they wish for themselves! May they continue to walk down the Stardust Trail when the honeymoon is but a happy memory!

Planning Your Wedding Reception?

June is the month of weddings and probably one of the most important tasks for the bride is to decide what is to be served at the reception. As a rule the ceremony takes place either early in the afternoon or evening and a heavy meal is quite unnecessary. When a large number of guests have been invited, the menu usually consists of merely sandwiches and cake—ice cream if desired—and coffee.

Here is a more elaborate menu which could, however, be served with very little trouble:

Tomato Stuffed with Crabmeat		
Olives	Gherkins	Celery
		Buttered Rolls
		Individual Ice Cream Moulds
Angelfood Cake	Dainties	Wedding Cake
Coffee	Punch	Nuts and Mints

The table is usually set with the wedding cake as a centrepiece and the meal is served buffet style. The bride may choose to buy her cake "ready made" or it may be made at home. Very often the cake is made at home and iced by a professional. Don't forget to have the cake large enough that at least one tier may be kept for the bride.

(Continued on Page Eleven)

Swans Drawing a Chariot



This triumph of the confectioner's art was designed in our Grill Room Kitchen. Its entire formation is of sugar—employed in six mouth-watering ways—royal icing, water icing, butter icing, rock sugar, and sugar boiled into syrup and gum paste.

The swans and their chariot were created to display in a novel way our celebrated Grill Room Dainties during the recent Pure Food Show. What a gorgeous centre piece for a June bride's reception! This feature may now be seen in the Hostess Shop, Third Floor.

THE SET OF THE SAILS

One ship drives east and another west,
With the self-same winds that blow,

'Tis the set of the sails

And not the gales

Which decide the way to go.

Like the winds of the sea are the ways
of Fate

As we voyage along through life;

'Tis the will of the soul

That decides its goal

And not the calm or the strife.

—Eaton's Hamilton Bi-Weekly.

PLANNING YOUR WEDDING RECEPTION

(Continued from Page Ten)

The following recipe makes about twelve to thirteen pounds of cake (three tiers):

1 1/4 lbs. butter.	1/2 tsp. mace.
1 1/4 lbs. brown sugar.	2 lbs. currants.
13 eggs.	3 lbs. raisins.
1 1/4 lbs. flour.	1/2 lb. dates.
2 tbsp. cinnamon.	1/2 lb. almonds.
1 tbsp. nutmeg.	1 lb. citron peel.
1/2 tsp. cloves.	1/2 cup grape juice.
	1/2 cup strong coffee.

Cream butter, add sifted sugar and beat until very light. Add one-quarter of the flour and spices. Add yolks of eggs, well beaten, then whites, beaten stiff. Add fruit juice alternately with remaining flour, beat well. Add fruit, one-third at a time. The fruit should be cut and dredged with part of the flour. Pans should be lined with three layers of greased brown paper. Fill pans two-thirds full of the mixture. Bake in a very slow oven three or four hours.

FRUIT PUNCH

Juice of 12 lemons. 3 qts. soda water.

Juice of 3 oranges. 2 cups sugar.

2-lb. can pineapple 1 qt. water.

juice. 3 qts. grapejuice.

Boil sugar and water to a syrup. Cool, add fruit juices, place in punch bowl over cake of ice. Pour in the soda water and serve. Makes approximately eighty glasses.

—Norma Wilson, B.Sc. H.Ec.

A Cast of 120 Eatonians Present

Spring Revue of the Masquers' Club at the Dom



Did you ever think of taking a hundred or more assorted young people, many of whom have never sniffed a stick of grease paint or stood on the "hoofer's" side of the footlights in their lives—and making them into actors in a few short weeks of your spare time? Well don't! That is, unless you possess a bit of Ziegfeld genius, a strong sense of humor and the patience of Job!

However, despite the many difficulties and gnawing expenditures that beset all large amateur productions, "Hits and Misses of 1936," under the masterly direction of Moray Sinclair, was a distinct achievement!

Even the most hard-hearted critics gave it unstinted praise! Moreover, many agreed that the boys and girls of the Store staged a production equal to some of the professional road shows on the boards today!

We've never seen a finer example of what can be accomplished by the get-together spirit! Everyone, from director to call boy, put their hearts, minds and backs into the job, resolved that "Hits and Misses of 1936" simply had to be a "push over"! The rest is history!

Present "Hits and Misses of 1936"

the Dominion Theatre, April 30th to May 5th



Following were the Staff of "Hits and Misses of 1936"—whose able assistance largely helped to score more hits than misses!

Produced under the direction of Moray Sinclair.

Dances staged and directed by Betty Ransby.

Music under the direction of Horace Smith. Masquers' Choir directed by James Westby.

Stage Management by J. P. Mowat.

Properties collected and administered by Ethel Smith and Olga Johnson.

Costumes (by Malabar) in charge of Agnes McKeen, Edna Duff and Marjorie Carr-Lawton. Make-up was directed by David Yeddeau and applied by the Masquers' Make-up Class.

Tickets were sold under the direction of Earl Livingstone and Foster Johnson.

House Manager—Harald Stephenson.

Personnel under the control of Walter Fogg and Margaret (Peggy) Whittaker.

General Business Management—A. D. MacDonell.

Now turn over the page and read the resume by Moray Sinclair.

"Hits and Misses of 1936"

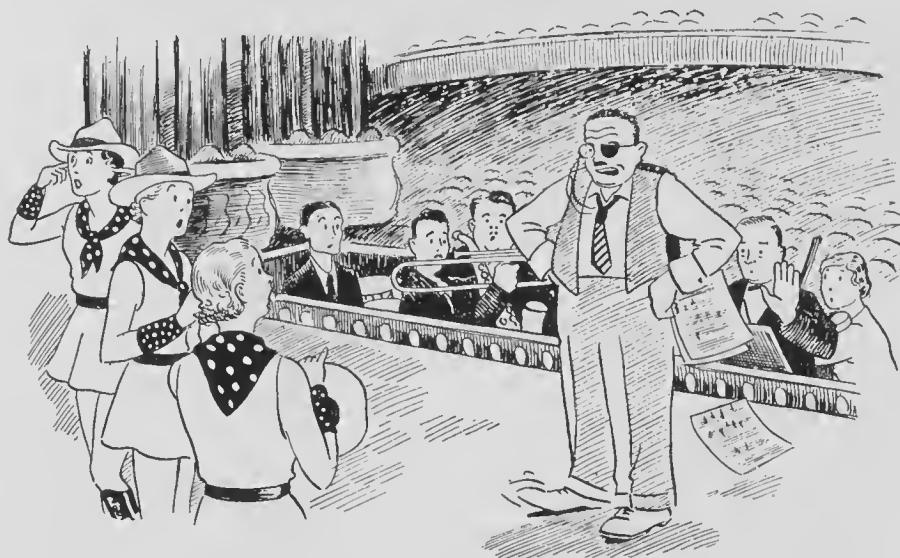
As one of the local presses put it: "The Misses were comely and the Hits kept the audience steadily amused."

There is no doubt whatever in the minds of all who saw it or were concerned in its production, that "Hits and Misses of 1936" was actually a better show than its predecessor of 1935.

The improvement was noticeable in every department. The dance routines—much more complicated than those of last year, were easily handled by large choruses (and did you notice that we used tens and twelves in the lines where we had only six and eights last year?). The Sketches and Black-outs were of a far more finished and infinitely funnier variety. The Choir numbers, while shorter, were much more colorful and compelling. The Specialties were of a more finished variety, and last but not least, the Orchestra—always one of the most important cogs in Revue machinery—showed an improvement which was the subject of comment on all sides.

"Hits and Misses" is not a show of stars, and it would not be advisable, even if it were possible, to single out individuals for particular comment. Nor indeed was there very much to choose between Numbers. Some, of course, were bigger numbers than others—given a more elaborate build-up and setting—but leaving these out, all the rest showed a general excellence which permits of little comparison. If any numbers had to be picked for special mention there would probably be the lilting "O Leo," which concluded the first act—a number which had the audience clapping enthusiastically half way through and continuing with increasing gusto to the final curtain. Then, again, the beautiful "With All My Heart" Waltz number won universal admiration for its beauty of music, setting and dances. Here, again, the soloist won all hearts with her winsome personality. The Chorus were utterly charming in their classic routine, and again the singing of the Choir furnished a beautiful background for the others.

Herr Direktor Goes Temperamental—



—But it proved to be a case of "poor rehearsal, good show"—and opening night saw him smiling.

But these, as we say, were given plenty of build-up, and actually any one of the dancing numbers were quite the equal of the two big features. There was nothing more lively in the whole show, for instance, than the fast-moving "Wah-Hoo!" to say nothing of the coy little dolls in "Nursery Rhymes," the classic "Why Should I" chorus, the smart "You Got To Know How To Dance" routine, and the petite "Anything Can Happen" girls—which last number incidentally introduced for the first time a dancing chorus of men which won many a handsome round for the snappy tap routine they contributed. Special mention must be made of Act II in which that perennial favorite, Bill Gallacher, aided by Miss "Tommy" Sanders and Sid Cuthbert, treated the audience to twenty-five minutes of the best rib-ticklingest farce that has been seen on the Winnipeg stage for many a day.

Once again a great deal of credit must be given to the Masquers for speed of their production. Pace is probably the most important element in an entertainment of this nature, and in this respect "Hits and Misses" was flawless. It was interesting to note that in spite of several very heavy set changes, the longest wait between scenes which the audience had to endure was exactly eleven seconds.

Another new feature of this production was the excellent work done by our make-up crew. For six weeks previous the crew had been taking regular classes under the direction of a local professional, and by the time the show rolled around all were well accomplished in the work they had chosen, and the job which they did was uniformly excellent.

It is hardly necessary to remark again on the long hours of genuinely hard work that went into this production. Everything that was said in this connection about "Hits and Misses of 1935" can be repeated emphatically here. No praise is too high for the untiring efforts of the chorus, the choir, and everyone connected with the show. Everyone worked like real troupers without complaint, their only interest

(Continued on Page Sixteen)

—Have you an address?



"Two dabble duzzock dinner dumplings!"



The "Great Ashbridge" miscues the egg—Stooge Johnston mops it up!



"Off the Record"—the Maestro does a bit on his own!

Salesman—Builder of Business

The accepted definition of a salesman—"one who sells goods"—is certainly narrow, limited, and means little. Such a person, in my thinking, is a bundle wrapper, or a waiter if he simply "waits" on the trade. This definition must obviously include also coin-in-the-slot machines.

No real salesman wants to be a vending machine. He is proud of the fact that he has the skill to contribute to growth in business.

The salesman who never is out of a job is one who creates business even when the demand for goods has apparently vanished. Anyone may sell goods when goods are greatly wanted. That isn't salesmanship.

During the past few years of readjustment the demand for goods was so diminished that the "order takers" found themselves out on the proverbial sawed-off limb.

Not so with the sales creators. Great records were hung high by men of this type during the hectic years while competitors less alert were crying, "Business is rotten."

I am not including in this sales creator class the high-powered salesmen, either. All of us who work with salesmen detest the high-pressure boys who leave in their wake overstocks, disappointed customers, loss of confidence.

The sales creator gets his added business by selling more than just goods. What he actually sells is "more useful service," "an improved product," "confidence for the policies of his firm," a "satisfied need."

The sales builder helps to create a demand. He seeks to make the need for his service and the product recurring.

Such salesmen as these are building tomorrow's business with today's service. These men are scarce even with unemployment at its peak. Jobs seek them out.

The sales builder who overcame the difficulties encountered in the last few years stands in a preferred position today, for business sooner or later will again hit its full stride.

—Condensed from an article by Lew V. Day, Director of Personnel, J. C. Penney Company Stores.

"HITS AND MISSES OF 1936"

(Continued from Page Fifteen)

being the good of the show itself. Without this splendid spirit of co-operation and loyalty to the job in hand, a production like "Hits and Misses" could never be accomplished. And the heartfelt thanks of those in charge of the production must go first of all to the choruses, for their really magnificent support in this respect.

Will there be a show next year? It is probably too early to say yes or no definitely, but with the standard of production increasing as much as it is, it would seem rather a shame not to go even further forward, rather than to stop where we are. Certainly as long as the Masquers are willing to work as hard as they have, and produce the sort of shows they do, the business of finding an audience to look at them will be no problem at all!—Moray Sinclair.

"SHUSH!"

Affectionately dubbed "Shush," because of her job in last year's show—that of keeping down "green room" noise and exuberance while the Big Show was on—Miss Kay Meharry was greatly missed by all this year. However, we were glad to see her down for a wee while one evening.

Winnipeg Masquers extend congratulations to Mr. Ivor Lewis, of Toronto Store, who won the Lady Tweedsmuir prize for the best individual performance in the Dominion Drama Festival at Ottawa recently. An honor that was carried off last year by Moray Sinclair, of Winnipeg Store.

If you don't believe in Providence, watch people driving along the highway and try to figure out what else saves them.—"Key of the House, Selfridge's."

QUARTER-CENTURY HONORS

(Continued from Page Nine)

in August, 1909, serving in Department 123 (Shipping) until early in 1911, when once again he answered the call of the Iron Horse, this time going to the Grand Trunk Pacific. Two months later, May 27th, again saw him back with Eaton's, packing and crating glassware in Department 122. In 1919 he was transferred to 140—the Supply Department—and in 1925 came his appointment as assistant manager in 111—the telephones.

Married and has two sons—one in the R.C.M. Police, the other at home. Pet hobby flowers, of which he makes an ardent study in his leisure hours. Mr. Boorman expects to take an extended motor trip on his Quarter-Century holiday.

* * *



Mr. Fred A. Goultby, Department 151 (Drivers). A familiar figure with the Furniture Delivery Section, Mr. Goultby has been an Eaton driver for the entire span of his Quarter-Century of service. Born in London, England, he came to Canada in 1910, and was first em-

ployed with the Canadian Pacific Railway. Leaving the railway, he became an Eatonian on May 25th, 1911. Served overseas with the 37th and 38th Battery Canadian Field Artillery. Married and has one daughter, Eileen, on the staff of Department 161. Mr. Goultby plans to make an extended trip to the Pacific Coast during his long holiday.

ROMANCE—AND A WEDDING CAKE!

The following letter was recently received from—

“Bensenville, Illinois, U.S.A.

“The T. Eaton Co.,

“Winnipeg, Manitoba.

“Gentlemen: Some twenty-six years ago my mother had a cake from your bakery for her wedding, and now that I am getting married next month, it would please her very much for me to have a cake from The T. Eaton Company. We would need one to serve from 75 to 90 people. Will you please let us know by return mail just what kind of a cake you can supply us with—the type and the price?”

A Word to the Bride Elect

By Wilma Blocher

There is so much that might be put onto these pages that would be interesting to the bride-to-be and to those who sell to the bride-to-be. Linen, silver, china—all that is new and lovely in each—an outline of all the things that are needed right down to the latest kitchen gadget always makes thrilling reading for the girl who is planning a new home—but we have not the space for these exciting details. So just a word about the correct clothes for the occasion—whether formal or informal.

For a *Formal Daytime Wedding* the bride wears a wedding gown with long sleeves and a train and a wedding veil. She may either carry a prayer book or a bridal bouquet.

The bridesmaids' frocks are in harmony with the style of the bride's dress and any delightful color or combination of colors may be chosen. The bridesmaid's dress usually has long sleeves or a short jacket with sleeves.

For a *Formal Evening Wedding* the bride dresses as she would for a formal daytime wedding. The bridesmaid's dress, however, may be slightly more formal than for the formal afternoon wedding.

For an *Informal Daytime Wedding* the bride may wear an afternoon dress or a floor-length dress, simply made, in soft pastels, white or prints. The bride will wear hat and gloves; they may match or contrast the frock. Flowers are carried.

Or the bride may choose to wear travelling clothes. A suit or an ensemble with appropriate accessories, not on such an elaborate scale as for the informal daytime wedding, but something smart and lovely. The bride will wear flowers.

The bridesmaid in both cases will be dressed in a costume similar to the bride's.

QUINTUPLETS

According to statistics, quintuplets occur only once in 57,286,761 births. Stranger than this is the fact that the Dionnes are the only set that ever lived more than 30 minutes. There have been but 30 quintuplets in medical history.

Staff Cafeteria Like "Spotless Town"!

*Blossoms Forth in Lighter, Brighter Colors! Now One of the
Most Inviting Spots in the Store!*



*Top—Section of Cafeteria showing new window treatment.
Lower Left—New Salad and Cold Meats Counter.
Lower Right—Help Yourself to the Cutlery and Serviettes.*

A complete transformation has taken place in the Staff ("employees," if you'd rather) Cafeteria. Working at nights for nearly a week, Mr. Kinley's painters have done a thorough job and "you'd never know the old place now"! Walls, ceilings and pillars have been redecorated in cool, "broken white," giving more light without glare, making ceilings appear higher and lending an air of spaciousness over all. Down the centre of room an archway replaces the plain hardwood beams, while graceful fronds of ferns and colorful touches of red make a most pleasing contrast. Table tops, too, have been redecorated in jade green with chairs and table legs in contrasting plum shade. Many other new touches are in evidence, including the brand

new ice tank equipment in Monel metal for keeping salads crisp and cool! While everywhere one is conscious of a spotlessness that would do credit to the "Spotless Town" of legendary fame!

Yet here in this restful, inviting place, 1,200 Eatonians can select a meal each day that's cooked with appetizing zest and satisfying to the inner man, at a merely nominal charge!

The Adjusting Bureau staff extend deepest sympathy to their co-worker, Miss Edith Course, whose father passed away on May 7th.

Use make up; but do not emulate your favorite movie star in this respect. Remember that you are seeing her in her make-believe attire which is too bizarre for ordinary everyday purposes, especially during the sunlight hours.

*The Answers to the Questions on
Page Eight are as Follows:*

1—The dressmaker suit particularly for women who are amply proportioned because it is not as revealing as the knit suit. It is generally a bit longer and more conservative in cut, and relies on subtle details of cut and trimming to flatter mature figures; besides, its flaring skirts are a big help in hiding large hips.

2—The maillot which was so popular at Palm Beach, and the one-piece skirted model. The maillot with a button-on skirt which can also be used as a shoulder cape.

3—Highly important, a sensation in beach-wear. It is best suited to young, slim, and very perfect figures, and because of its price and sleek novelty will sell best to young women who like high fashion garments. White, turquoise, and possibly a light rust shade.

4—The fitted princess line with an uplift brassiere-like effect in the bodices of the bathing suits. Narrow straps and U-shaped or V-backs are more important than halters.

5—No, only a limited number will be sold.

6—Capes and the fitted princess-type coat.

7—Contrasting. Color combinations are just as important on the beach as in street wear. Royal blue and Prince of Wales coral, Dubonnet, plumberry, and raspberry shades with natural, yellow with black or navy.

8—Printed acetates and embroidered woollens will be fashionable this year.

9—Latex is tougher and more elastic than ordinary crepe rubber because it is manufactured directly from rubber milk, while smoked crude rubber is used to make crepe rubber suits.

10—One size larger than the dress size is safer to allow for possible shrinkage.

11—Rinse in clear water after each swim, wring gently; pull it back into shape, and dry it in the shade. To prevent yellowing add bluing to the rinsing water after every two or three wearings. If a thorough cleansing is necessary use only tepid water and neutral soap flakes.

12—The open-crowned visor which this year is cut slightly wider and larger than the traditional eyeshade. Visors will be worn for many active sports, and derivatives of this fashion may even be worn with spectator sport clothes.

The stiff fiber cloth hat with a floppy brim which can be worn over the face or turned back pirate fashion.

13—A beach wardrobe for every customer should be the sales goal this year. This ought to include suit, play suit, shoes, robe, sun glasses, bathing cap, beach bag (often fitted), a comb, anti-sunburn cosmetics, and a change purse, and as possible extras, Tahitian type shell wreaths and beach games and toys.

14—Culottes, shorts and blouses with button-on skirts, and pareos.

15—Colored latex and rubber with wavy hair-like designs.

16—Cork-soled sandals, rubber sole and fishnet combinations, and possibly huaraches.

17—The vacationer should have enough appropriate clothes for all of the things she plans to do, and select outfits that will not only look charming, but pack without wrinkling and take up a minimum of luggage space. This usually includes a smart travelling ensemble, spectator

and active sports outfits (and don't forget the possibilities of selling riding and beach clothes), and glamorous romantic gowns for dancing and moonlight. Appropriate hats, gloves, shoes, and hosiery are necessary as well as the right under-wear such as a divided slip for culottes and a low-backed foundation for evening clothes.

18—At least two—a tweed for travelling and white coat for resort wear. An evening wrap and a pastel coat also come in handy.

19—The culotte, which has the graceful, slim-hipped look of a skirt and the freedom of shorts. Accepted for practically all active sports, it is dressy enough for spectator wear, and doesn't offend the natives or the local gendarmes of the vacation town.

20—A tabloid version of the vacation wardrobe with accessories which can do yeoman service for several costumes or fewer outfits and extra accessories which will make them look different. It should all be compressed into the smallest possible amount of luggage, and don't forget to suggest a present for the guest's hostess.

THE TRUTH!

Who is the boss? The man who founded the business? The general manager? The various departmental managers?

NO, none of these!

I am the reason for this business.

I am its guiding genius.

I do more to promote, raise wages,

fire, than any immediate superior.

I must be served before I bestow my blessings.

I am the foundation of its progress.

I am its master.

I AM THE CUSTOMER.

A WASHOUT

Once a year the newsboys of a certain district of London are taken for an outing up the Thames by a gentleman of the neighborhood, where they can bathe to their hearts' content.

As one little boy was getting into the water a friend observed: "I say, Bill, ain't you dirty!"

"Yes," replied Bill. "I missed the train last year."—*Vancouver Province*.

The business men were talking about their employees.

"Well, old Johnson has grown grey-haired in my service."

"I've got a girl with me who has grown yellow, brown and red-haired in mine!"

DEBATERS WIND UP SEASON

The Public Speaking and Debating Section of the Eaton Men's Club concluded the Winter season's activities with a meeting held at the Men's Club Room, Valois Block, on April 29th.

The programme followed for the evening was that of three five-minute speeches, subject of the members' own choosing, from each member present.

When the speeches were completed, Mr. Dave Howard offered valuable and constructive criticisms upon the individual speeches, as to whether or not they complied with the dictates of correct public speaking, and congratulated the club on the improvement made by the members in the public speaking since the first meeting, Mr. Howard having also acted as guest critic on that occasion.

The chairman, Mr. M. Flood, then called upon Mr. B. C. Scrivener, who made a gracious address to the meeting, complimenting the club on the work it was doing and congratulating the members on their addresses and assuring them of his interest and support.

Mr. J. Stewart (president of the Men's Club) expressed the thanks of the guests for their invitation to the meeting, and complimented the group on forming a valuable section of the Eaton Men's Club.

A very interesting evening was brought to a happy conclusion when guests and members were entertained to a buffet supper by Mr. Scrivener, to whom the thanks of those present were expressed by Mr. F. T. Mace.—*F.T.M.*

Useful

Manager to Clerk—"What are you doing with your feet on the desk?"

Clerk—"Economy, sir. I've lost my indiarubber and I'm using my rubber heels."

"It is the man who is sure of his wife who is free from jealousy, and it is the man who is certain of his truth who can afford to be courteous to rival opinions."—*Dr. Fosdick.*

RICOCHET RIFLE CLUB

Amidst a hail of lead and much enthusiasm the indoor shooting season was closed on Tuesday, May 12th. Several novelty competitions were held and thoroughly enjoyed, and the tension engendered by competitive target shooting was conspicuous by its absence.

The past few weeks have seen everybody adjusting their sights to the nth degree as they strove to be among the leaders in competition for the handsome Eaton Challenge Trophy and the various class cups.

The winner of the Store Trophy was Tommy Hall, of Department 48, M.O., with the splendid total of 459 out of 500, including one target of 98 out of 100. H. McAmmond, of Department 162, was second, only one point behind. For the benefit of the uninitiated, the 25-yard bull is only 5/16 of an inch in diameter.

Results of the other competitions:

"A" Class Cup—1, H. Elwood, 283 out of 300; 2, D. Fraser, 280 out of 300.

"B" Class Cup—1, R. O'Brien, 270 out of 300; 2, W. Porter, 249 out of 300.

"C" Class Cup—1, M. Stewart, 251 out of 300; 2, W. McAllister, 207 out of 300.

Free Hand Competition won by W. Chalcroft, 45 out of 50.

Rapid Fire Competition won by T. Evans, 44 out of 50.

Group Competition won by T. Hall.

On Thursday, May 14th, a most enjoyable banquet was held in the Spanish Coffee Court at 6 p.m. A feature of the evening was some very close harmony by the boys, conducted by Mr. B. C. Scrivener.

Our president, Mr. R. O'Brien, gave a short address outlining the history and activities of the club during the past season.

The secretary-treasurer reported a small surplus and announced that during the year the following Dominion Marksmen awards had been won: Bronze buttons, 39; Silver buttons, 26; Gold buttons, 22; and 4 silver spoons. It is interesting to note that approximately 30,000 rounds of ammunition were fired during the season.

Mr. B. C. Scrivener was then asked to present the prizes, and he gave a very interesting talk on wild bird life around New Orleans.

Mr. Jack Stewart was presented with a pipe by the members of the club in appreciation of his efforts on their behalf since the inception of the club.

Then followed some fine entertainment by other Eatonians, bringing the evening to a successful conclusion.

With the coming of summer our activities are transferred to the great open spaces, and anyone interested in shooting outdoors may obtain particulars from the secretary.

—*J. W. Moss, Secretary.*

The rain, it raineth every day,
Upon the just and unjust fellow,
But more upon the just, because
The unjust hath the just's umbrella.
—*Anonymous. Flash, Eaton's, Toronto.*

Eaton's Mixed Five-Pin Bowling League

FINAL STANDING

"A" DIVISION

	W.	L.	W.	L.
Scotias	49	32	Ups & D's....	41
Snappies	45	36	Ace Hi.....	40
Hi Jackers	43	38	Set Ups	38
Endeavors	43	38	Alley Bys....	35
L. Strikes.....	42	39	Pats	29
Women's High Single—			Without	With Hdcp.
Miss M. MacDonald....	358	358		
Women's High Three—				
Miss L. Blondal.....	844	844		
Men's High Single—				
Mr. A. Mabee.....	360			
Mr. S. Mathias		364		
Men's High Three—				
Mr. N. McDonald	882	942		

"B" DIVISION

	W.	L.	W.	L.
Capitols	49	32	Big Bens.....	40
Head Pins	47	34	Snapshots	38
Olympics	45	36	Huskies	36
Mixers	44	37	Busters	35
Heathers	40	41	Mets	31

"A" DIVISION

Women

L. Blondal	215	K. Albert.....	171
M. Newberry.....	205	A. Nelson.....	168
M. MacDonald	203	V. Handford.....	166
D. Specht.....	196	D. Davey.....	166
M. Holburn.....	195	L. Dalman.....	165
G. Hales	189	M. Dalman.....	164
G. Morris.....	187	J. McDonald	164
A. Forbes	185	A. Jones	163
K. Fairley	182	A. Mandrick	162
E. Allen	180	D. Hawkins	158
G. Thomson.....	177	M. Brooks	155
E. Hall	177	J. McCormick	154
O. Johnson.....	177	E. Sjogren	153
A. Prette	177	M. Rutherford	152
G. Watson	174	M. Adams	135

Men

J. Kuhn.....	231	W. Liver	210
A. Mabee.....	225	S. Mathias.....	209
T. Scott.....	222	E. Westman.....	209
O. Westman.....	218	J. Johnston	208
J. Wood	216	S. Flemming	205
W. Dickie	216	W. Marples	199
W. Harrison	213	N. McDonald	197
W. Stewart	213	G. Chambers	193
J. McCurry.....	211	T. Shaw	188
W. Munroe	211	N. Livingston	184

"B" DIVISION

Women

D. Beer	183	E. Scott	170
S. Breckman	181	M. Binnie	169
V. Hilton	180.47	E. Roberts	168
M. Breckman	180.24	Miss Sparks	165
M. Hargreaves	179	Miss Steffanson	161
A. Campbell	178	E. Smallwood	161
I. McPherson	174	I. Easton	160
J. Reid	172	I. Ferguson	158
K. Ellis	171	L. Doyle	157

Women's High Single—

Without With Hdcp.

Miss S. Breckman..... 361 . 361

Women's High Three—

Miss V. Hilton

778 784

Men's High Single—

Mr. P. Fellows..... 389 389

Men's High Three—

Mr. W. Norrie

905 905

"C" DIVISION

W. L. W. L.

Tailenders

55 26 Elites

41 40

Aywons

52 29 Ritz

37 44

Twirlers

48 33 Hot Shots

33 48

Sparklets

44 37 Mills Bombs..

28 53

Pioneers

43 38 Wun-to-to....

24 57

"D" DIVISION

W. L. W. L.

Seven Ups

51 30 Toilers

38 43

Whizz Bangs

47 34 Bustems

37 44

Macs

45 36 Pillpounders ..

36 45

Pekoes

42 39 Pilgrims

36 45

Happy-G-L....

40 41 Nomads

34 47

FINAL AVERAGES

"A" DIVISION

Women

C. Faultuy..... 153 P. Scott

145

R. Johnson..... 152 P. Harper

143

H. Connier..... 150 B. Dymond

143

Miss Yates..... 150 W. Blore

139

E. Campbell

146 K. Lang

133

P. Lane

145 M. Firth.....

126

Men

W. Norrie

222 G. Firth.....

195

L. Quinn

219 J. McGee

194

P. Fellows

218 Geo. Johnston

184

T. Glendenning

212 A. Headon

184

R. Clark

208 W. Paton

184

J. Merritt

206 F. Heath

178

K. Coone

205 G. W. Robinson

204 A. Lyons

176

W. Currie

204 Ray Smith

168

J. Pilkington

199 Mr. Martin

168

P. Thompson

198 V. Weston

163

T. Burns

197 A. Baxter

159

"C" DIVISION

Women

H. Webber

185 L. McDowell

144

G. Sim

179 H. Giroux

144

P. Olson

173 K. Meharry

144

L. Cook

166 M. Cant

144

M. Easton

162 B. Feerham

141

E. Bower

160 E. Porter

141

B. Bromley

159 R. Dawson

139

P. Bayley

157 J. Hendry

138

M. Roberts

157 M. Marcel

134

P. Porteous

156 M. Mycock

134

G. Allen

155 F. Welch

134

J. Clayton

154 R. Elbourne

132

A. Parker

152 L. Chambers

129

I. Watts

152 F. Antaya

127

L. Johnson

152 M. Webster

120

A. Scott

148 F. Tyson

97

(Continued on Page Twenty-Two)

CONTACTS

"MOST GENTLEMANLY PLAYER!"



What father wouldn't be thrilled to have this title awarded his son! Pictured above is "Slim" Kenneth MacKenzie, one of the proudest young hockey players in all Winnipeg, he being voted "the most gentlemanly performer in the 'A' Division"! Kenneth, who will have possession of the Dingwall Trophy for the next year, was also presented with a miniature cup for "keeps."

It seems that at the end of every season in the popular Midget League, all players are called upon to vote for the one they believe to be the most gentlemanly player in the "A" and "B" Divisions, and thus Kenneth carried off the highest honors for "A" Division.

He is 15 years of age, a member of the Deer Lodge team, and the son of Mr. J. MacKenzie, Department 17 (Mail Order Women's Coats and Suits)—to whom hearty congratulations are extended!

Roller Skating News

Early in the season we predicted a club of 500 members for this season. The membership to date has exceeded this number by a comfortable margin and our nightly attendance is more than 25 per cent greater than last year. All this just goes to show how ready people are to take advantage of a good thing.

If you haven't learned to roller skate yet—join now; remember it's never too late and it's easy to skate.

The Winnipeg Rink has recently installed a complete new sound unit which is capable of supplying undistorted music to capacity crowds and adds greatly to the enjoyment of roller skating.

Membership cards for the Winnipeg Fancy Roller Skating Club are available free of charge to anyone wishing to learn fancy skating steps, such as waltzing, two-stepping, etc. The club meets every Friday night at 5.30 at the Winnipeg Rink. The admission is twenty-five cents,

which includes instruction. Anyone wishing to join may apply for a membership ticket at the rink or from J. Thompson, Department 52.

Mixed Bowling Final Averages

(Continued from Page Twenty-One)

Men

S. Gerrard	216	D. Tomes	176
Greg. Johnson	212	B. Crow	174
L. Lewis	206	A. McLellan	173
R. Graham	206	H. Price	171
W. Mills	198	F. Walsh	169
G. Wilson	196	H. Craig	163
R. Wood	191	J. McKenzie	160
T. Westbrook	190	G. Latimer	158
D. Mackie	189	H. Graham	156
F. Johnson	184	R. McCormick	152
C. Saunders	182	W. Taggart	140
R. Hutton	180	A. Saunders	135

"D" DIVISION

Women

G. Pratt	189	W. Price	138
M. Bilby	166	M. Nichols	138
R. Goshawk	159	E. Jackson	133
F. Johnson	158	I. Hurdell	132
R. Braden	157	O. Doughty	132
M. Duman	156	E. Turner	132
L. Esselmont	156	G. Adams	128
E. Deardun	152	P. Rossel	126
S. Nautiv	150	B. Hinds	126
R. Galbraith	147	M. McCune	123
P. Benson	146	B. Deeks	123
F. Musgrove	146	D. Hynes	122
M. Birnie	144	A. Comack	120
I. Spence	143	M. McPherson	118
M. Clark	142	M. Patton	117
M. Bewick	138	E. Stewart	116
M. Ewing	138	E. Stephenson	113

Men

F. Coulson	198	F. Marsden	153
R. King	197	H. Jacques	150
C. Kennedy	186	A. H. Robinson	146
H. Crawford	179	W. Caven	144
F. Gibb	178	H. Swannell	143
F. Game	175	C. Trible	143
A. Harding	172	F. Burnham	142
J. Carson	171	J. Course	141
W. King	166	H. Johnson	138
W. Cordingly	165	A. MacDonell	135
W. Bolton	163	W. Ashton	135
J. James	162	H. S. Morris	113

A Smile Never Needs An Interpreter

A smile is the only greeting that is always and invariably understood. For no matter what the country, with people of every race, from the highest to the lowest caste—a smile never needs an interpreter. Benjamin Franklin printed a sage observation in "Poor Richard's Almanac," about two centuries ago, "He who hath not learned to smile should never keep a 'shop.'—Clipped."

CLUB MEMBERS VISIT NEW SEWAGE TUNNELS

"Twas on a balmy spring evening recently that pedestrians on Main St. and Logan Ave. stopped, gaped and asked questions as to the why and wherefore of the body of men assembled there. Apparently it seemed to some that a political meeting or a riot was about to be staged, and the police were sent for. During the hushed excitement, a very "Scotch" and business-like policeman came "hurrying" 'round the corner with, we think, visions of having to call out the riot squad, but learned upon inquiry that the said body of men were only a very quiet and well-behaved lot of chaps belonging to the Eaton Men's Club, who were going to be shown through the new sewage disposal tunnels.

The party (about 40) under the wing of the very courteous and careful inspector, Stan. Carrick, made the 38-foot descent by step-ladder going south as far as Rupert Street. Here we were joined by the pleasant Mr. MacGillvray, who explained just how and why this and that was done, and answered many questions that were asked by the boys. The party then turned north and went as far as Higgins Avenue, returning again to the Logan Avenue opening. Interesting and educational, it was time well spent.

—R.R.

THE SEASONS

When Spring comes forth to paint the earth

The fields and woods take on new birth,
The buds and leaves are once more seen
Clothed in their varied tints of green.
Then Summer comes with sunny hours
And paints the little wayside flowers,
While lilies nod to the passing breeze
And a whispering echoes from the trees.
Cool Autumn comes with brush in hand
And decorates the fruitful land,
With lavish red and golden sheen
She paints those selfsame leaves of green.

Father Winter with his snow so white
Covers all in a single night,
And nature sleeps beneath the pall
Till Spring comes forth to waken all.

—Robert McCullough, Department 259.

THE FRACTION OF A MINUTE!

It takes but the fraction of a minute to *spell back the address*, yet it may result in hours of costly delay, disappointment and annoyance when we forget to do so! If you could see the parcels that are "caught" with wrong addresses you would quickly realize how important it is to *spell back the address!*

Here are a few recent examples of wrong addresses. At the left is the address as written by the salesperson—at right the correct address:

Address Label Reads	Address Should Be
119 Maryland St.....	119 Morley Ave.
640 Walnut St.....	640 Walker Ave.
Ste. 10, Vinborg Apts,.....	120 Langside St.
155 Hull Ave.....	115 Leila Ave.
530 Spence St.....	530 St. Marys Road
612 Carman Ave.....	612 Kylemore Ave.
908 Jessie Ave.	908 Jubilee Ave.
463 Carlton St.....	463 Carlaw Ave.
438 Harcourt St., Sturgeon Creek.....	438 Hartford Ave.
155 Hartford Ave.....	115 Harvard Ave.

Are any of these "wrong addresses" yours? Have you ever waited in vain for a parcel sent to the wrong address? If so, you know now how vitally important it is to—

SPELL BACK THE ADDRESS!

PLAY BALL!

The Eaton Hardball League got away to a splendid start at the annual meeting and election of officers on May 5th.

The meeting opened with Mr. J. Woodhouse in the chair. Officers elected were: President, Mr. "Fuzz" Cuthbert; vice-president, J. Woodhouse; secretary-treasurer, S. Lentle. Also elected to the committee were: H. Benson, J. Machray and W. Taggart.

One of the highlights of the meeting was the remarks of Mr. Foster Johnson who complimented the retiring officers on the efficient manner in which the league was conducted last season, and who also was gratified to see such a large representation at the annual meeting.

The first game is scheduled for May 27th, and as keener rivalry than ever exists this year, a banner season is expected from this coming branch of the Store's sporting activities.—S.L., Sec.-Treasurer.

"Virus Loose in G.O."



The golf virus, in all its potency, is running rampant among the divot diggers of the General Office.

This "hard-bitten" department has now branched out in all its would-be glory with the acquisition of a handsome trophy for annual competition among its male members.

The trophy in all its beauty, along with a miniature, will be awarded to the

survivor of a rather unique knock-out competition, based on medal score.

Purchased by means of individual subscriptions, the trophy has aroused keen interest in this department, and its final resting place for the first year will only be found after many intense rounds and anxious calculations.

The 1936 trustees of the "General Office Golf Trophy" are: *W. M. Punshon, chairman; F. P. Butland, J. Wood, W. Dickie.*

CAMERA FANS MEET

A general meeting of the Camera Group (Eaton Men's Club) was held in the smoking room Wednesday evening, May 20th. The guest speaker was Mr. W. Gould, of the Eaton Photographic Section, who delivered an illustrated talk on the "Why and Wherefore of Photography."

Full particulars were also given for the May competition, members being informed that three prizes would be donated by the Camera Department for the best pictures taken during May, 1936; subject, "Nature Study."—A.H.

Important to Golfers!

*Golf Executive Finally Decide on Four Classes for New Season!
Field Days June 22nd to 26th—Membership Nears 350 Mark!*

"At a special meeting of your golf executive," says the Handicap Committee, it was decided to divide the membership into four classes. Previously "B" Class had around 160 members; the new arrangement, however, will put only 80 players into each class, and members will thus enjoy the field day all the more.

Following is par for the various classes, also the members in charge of match play competitions:

<i>Championship</i>	<i>70</i>	<i>M. B. McKinnon, Department 100.</i>
<i>"A" Class</i>	<i>90</i>	<i>N. M. Gray, Department 206.</i>
<i>"B" Class</i>	<i>100</i>	<i>D. Wallace, M.O. Advertising.</i>
<i>"C" Class</i>	<i>110</i>	<i>J. Fowler, Department 20, M.O.</i>

Handicaps are based on the average of your three best scores. Please assist by turning in cards and see they are properly marked—thus, your signature, department, date of game and class. We require three cards from each member before June 15th, which will be the final date for entries in the various field days to take place from the 22nd to 26th of June. Play your games during the allotted time in the Knockout Competitions, learn the rules to enable you to score properly and observe the etiquette to get the full enjoyment of a grand game!—A.M.

You Are Invited to Visit the

Business Girls' Shop!



Designed for the business girl with a yen for fashion—this new little Shop is full of frocks that take to a business career without sacrificing one whit of their style appeal!

Tailor-mades to make the office sit up and take notice. Prints that look fresh as paint when you embark for teas after the office. Summer pastels. Plenty of crisp little tub frocks, mainstay of chic "white-collar" wardrobes in hot weather—all picked out and waiting at prices that are kind to your salary! And just name your sizes, misses', junior misses' and women's—they're all available.

Custodians of this little Fashion Shop are Alice Coulter and Heather Wells, who will be glad to show you around whether or not your new frock-minded at the moment.

Over 80,000 Persons Attended the
Eaton 10th Annual Food Exhibition

Held in the Main Floor Annex, April 25th to May 2nd



Showing one of the main aisles before the doors were opened

Flanking the broad, beautifully decorated aisles were thirty booths representing twenty-eight leading manufacturers, each of whom co-operated with Eaton's to demonstrate commercial food products in an instructive and entertaining way.

Notable among these were the Eaton display of semi-tropic fruits and foliage, featuring Diamond ™ Heart grapefruit and oranges from the McKee Jungle, Indian River, Florida. The Diamond ™ meat products and the Eaton Candy Factory demonstration also drew large crowds of admirers.

Other manufacturers were:

General Foods	Empress Manufactur'g Co.	Orange Crush
Maple Leaf Milling	Lucerne Cheese Co.	Christie Brown and Co.
Canada Packers	Connors Bros. Limited	Western Vinegars and Pickles
Robertson's Shortbread	Canadian Canners	Standard Brands Limited
Fine Foods of Canada Ltd.	McLaren's Western Ltd.	Burns and Co. Limited
J. H. Hall Canned Chicken Products Limited	St. Lawrence Starch Co.	Hunter Mfg. Co. Limited
Dyson's Limited	Swift Canadian Limited	McCormick Mfg. Co.
Western Canada Milling Co. Limited	Ogilvie Flour Co. Limited	Brock's Bird Foods
	Spratt's Patent Limited	Libby, McNeil and Libby of Canada Limited
	Byers Flour Mills	